

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 252-2004



To: Mayor David Dermer and
Members of the City Commission

Date: September 21, 2004

From: Jorge M. Gonzalez *JMG*
City Manager

**Subject: FLORIDA ATLANTIC UNIVERSITY (FAU) SMALL BUSINESS
DEVELOPMENT SEMINARS**

The purpose of this LTC is to update the Mayor and City Commission on the City's efforts to enhance services for the business community.

Florida Atlantic University (FAU) Small Business Development Center (SBDC)

Florida Atlantic University is the host institution for the Small Business Development Center in southeast Florida serving the area from Sebastian to Key West. With 11 offices throughout the region, professional expertise is available to small business owners and entrepreneurs to help them succeed in both the domestic and international marketplace.

The U.S Small Business Administration (SBA) administers the Small Business Development Center Program to provide management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations.

The SBDC Program is designed to deliver up-to-date counseling, training and technical assistance in all aspects of small business management. SBDC services include, but are not limited to, assisting small businesses with financial, marketing, production, organization, engineering and technical problems and feasibility studies. Special SBDC programs and economic development activities include international trade assistance, technical assistance, procurement assistance, venture capital formation and rural development. The SBDCs also make special efforts to reach minority members of socially and economically disadvantaged groups, veterans, women and the disabled. Assistance is provided to both current or potential small business owners. They also provide assistance to small businesses applying for Small Business Innovation and Research (SBIR) grants from federal agencies.

Seminars in Miami Beach

On August 16, 2004 the SBDC conducted the first of two business seminars in Miami Beach at the Miami Beach Police Community Room. The free seminar, which was attended by over 20 people, was called "Financing Your Small Business," explored options for obtaining money to start or grow a business from both private and public sectors. A second seminar was conducted on September 20, 2004, in Spanish, called "Como Crear Promociones Y Anuncios Efectivos" (Creating Effective Promotion and Advertising for Your Business).

The Economic Development Department is working with the SBDC to facilitate these seminars at least on a quarterly basis.

If any other questions and/or comments about this project please do not hesitate to contact me.

JMG/CMC/kc

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CITY CLERK'S OFFICE

**Our goal is to
HELP YOUR BUSINESS
GROW AND PROSPER**

**We are here to help
business owners and entrepreneurs
meet challenges...and
exceed expectations!**

**The FAU Small Business
Development Center serves
Florida's small business community
from Sebastian to Key West**

**HAVE THE EXPERIENCE ...
AND EXPERIENCE COUNTS!**

**SBDC assistance is provided
by a core of business experts,
FSBDCN certified business analysts,
instructors, volunteers and SBDC staff.**

**FLORIDA ATLANTIC UNIVERSITY
Small Business Development Center
COLLEGE OF BUSINESS**

w.fausbdc.com

1.800.801.6520 • Email: sbdc@fau.edu

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Small Business Development Center
COLLEGE OF BUSINESS
777 Glades Road, Bldg. T-9
Boca Raton, FL 33431 U.S.A.**

www.fausbdc.com

Satisfied business owners and entrepreneurs are saying ...

"The Florida Atlantic University Small Business Development Center is a valuable tool created for the entrepreneur wishing to start a business in Florida. They really know about all issues related to starting a business. They help you from the conception of the idea to the design of the business plan, from documentation to the preparation of lead generation, from financial advisory to the design of sales strategies. They really help!"

"The Small Business Development Center is an excellent source of help and guidance for the development of your business. The success of my business since startup has been due to the counseling received at Florida Atlantic University."

"The SBDC has been instrumental in our success to this point. We're heading into some uncharted waters now and are looking forward to much more assistance in the future. We recommend SBDC services to anyone who's thinking about getting into business."

"I have attended many FAU SBDC classes. Everyone has helped me grow business-wise and personally. Even courses I did not need for my business helped in some way."

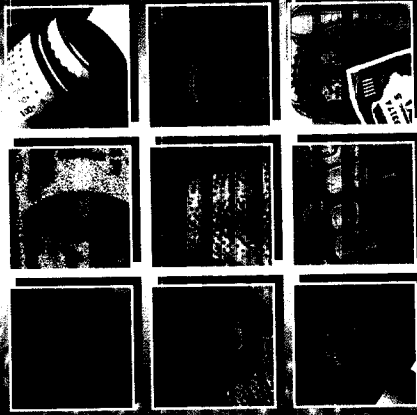
QUALITY POLICY

The Administration and staff of Florida Atlantic University Small Business Development Center (SBDC) is committed to the College of Business and the University's mission to provide quality services to the small business community. The SBDC is focused on providing to clients and resource partners with high-quality services and information. The SBDC is committed to providing high-quality services to the small business community. The SBDC is committed to providing high-quality services to the small business community.

The Florida Atlantic University Small Business Development Center is an ISO 9001:2000 registered organization.



FLORIDA ATLANTIC UNIVERSITY Small Business Development Center COLLEGE OF BUSINESS



HELPING BUSINESSES GROW AND PROSPER

ONE-ON-ONE COUNSELING

THE FAU SBDc provides FREE confidential business counseling by staff professionals and volunteer business analysts. We will assist you by:

- *Providing counseling at our many offices throughout South Florida or at your place of business*
- *Providing comprehensive general business counseling*
- *Providing specialized counseling in our various areas of expertise*
- *Helping with the startup business planning process*
- *Assisting with expansion of existing businesses*

Our areas of expertise include: finance, marketing/advertising, business plans, accounting, business entities, record keeping, international trade, government contracting, e-solutions and more.

BUSINESS SEMINARS AND WORKSHOPS

- *More than 400 seminars offered annually*
- *Topics include:*
 - *Business planning*
 - *Financing*
 - *Marketing*
 - *Small business management*
 - *Government contracting*
 - *E-Commerce and Online Auctions*
 - *And more*

SPECIALIZED PROGRAMS LOAN ASSISTANCE

- *Assisting in cash flow*
- *Identifying business opportunities*
- *Assisting in business preparation*
- *Helping with business records*
- *Providing hands-on help with SBA*

PROCUREMENT TECHNIQUES

- *Explaining how to market and sell to government agencies and prime contractors*
- *Outlining how to write/respond to a bid proposal*
- *Describing the payment process*
- *Assisting with SBA 8(a), State of Florida and local women-owned and minority certification preparation, SDB and Hubzone*

DEFENSE ECONOMIC TRANSITION ASSISTANCE

- *Helping defense-dependent business communities analyze opportunities in government and commercial markets*
- *Providing business management assistance and technical assistance for the transition into new strategic markets*

INTERNATIONAL TRADE AND DEVELOPMENT

- *Assisting in identifying the most promising international markets*
- *Consultation on marketing goods and services overseas and the process of doing business abroad*
- *Identifying business protocol as well as political and cultural differences*
- *Consultation on payment mechanisms and freight forwarding*
- *Providing advice on international contracts*

QUALITY SERVICE

- *Counseling on how to effectively use quality management principles in a small business*
- *Identifying customer needs*
- *Using market research to measure customer*
- *Making continual improvement a permanent*
- *Doing the "right things" in the "right ways"*

BUSINESS RESEARCH

- *Identifying target markets and local customers*
- *Researching competition and industry data*
- *Accessing nationwide SBDc research network*
- *Offering small business reference library of periodicals, videotapes and industry-specific publications*
- *Assisting with demographic market research*

COMPLIANCE

- *Researching agency regulations*
- *Identifying regulations that affect your business*
- *Implementing compliance programs*

VISIT OUR WEBSITE:

www.fausdbdc.com

- *Register your business on our Referral Net*
- *Search for small business providers online*
- *Meet our Certified Business Analysts*
- *Read up-to-date articles on small business*
- *View the latest seminar listings*
- *Meet our instructors*
- *Register online for upcoming classes*

